COMPARE

I3 Investigation and critical analysis of the characteristics of existing products, processes, systems, and/or production techniques.

# awareness campaigns

# Example 1

## **About** – who made the campaign, why did they make it, reference)

‘What goes around comes around’ - campaigning for an end to the war in Iraq by [Big Ant International](http://theinspirationroom.com/daily/tag/big-ant-international)  for the [Global Coalition for Peace](http://www.globalcoalitionforpeace.org/)

Four posters were designed to wrap around poles, campaigning for an end to the war in Iraq, pointing to the [Global Coalition for Peace](http://www.globalcoalitionforpeace.org/) web site. Grenades, rifles, missiles and tank guns come round the pole to catch up with the aggressor in each poster.

*Reference:* [*http://theinspirationroom.com/daily/2009/what-goes-around-comes-around/#.UUVR3dH258Y*](http://theinspirationroom.com/daily/2009/what-goes-around-comes-around/#.UUVR3dH258Y) *&* [*http://bigantinternational.com/*](http://bigantinternational.com/) *accessed 17 MARCH 2013*



You can use dot points or sentences (this is about 180 words)

|  |  |
| --- | --- |
| MATERIALS  What materials is it made from (poster, film, screen meme?)  How was it made – technique?  (Photoshop, IMovie or other film program, animation, photography) | Posters printed onto paper or card. Realistic looking photographs with text, likely developed using Photoshop. (13 words) |
| VISUALS – Design Elements  Line, shape, tone, texture pattern, and colours | Landscape format with a strong horizontal visual line created by the images (gun, tank, jets). Blues and greys are the dominant colours. There is texture in the images - uniform, Jetstream, ground. (32 words) |
| TYPOGRAPHY  size and style of font, spacing between letters and words, line spacing | Text is located at bottom of the poster, it is mainly in capitals, is white or black and in a plain helvetica type. There is a main message, a bi-line and a website contact. The contact is in another colour (orange and not in caps) (45 words) |
| IMPACT - Design principals  Balance – white space  Hierarchy – main images  Contrast  Repetition  Alignment | There is lots of negative space (the backgrounds – mostly sky), this contrasts with the main visual image. (17 words) |
| STRENGTHS  What is good | The simplicity of these posters is really good, in using only one main image they are not cluttered.  (18 words) |
| WEAKNESS  What is bad | The colours are quite dull and would not draw your attention from a distance. The text is also not very obvious and does not stand out. (26 words) |
| INTERESTING | The design of the posters to wrap around poles in public spaces is very interesting and would be easily read while people are waiting at traffic lights. (27 words) |